

NEWS

World Oriental Medicine-Bio EXPO 2010 in Jecheon, Korea

Herald the era of longevity and healthy living: the long-yearned dream of humankind

In cooperation with Chungcheongbuk-do, Jecheon, Korea, is about to host the 2010 World Oriental Medicine-Bio EXPO in the crystal clean region located in the center of Korea.

For 20 days, from September 16 to October 5, 2010, this event will enlighten the world on the superb efficacy of Korean traditional medicine and will be named “Rediscovering the Worth of Traditional Oriental Medicine”.

Visitors and participants to the 2010 World Oriental Medicine-Bio EXPO in Jecheon, Korea, will be able to enjoy diverse exhibitions on the past, present and future of oriental medicine. A great deal of opportunities to observe extraordinary developments in fermented biomedicines, such as cosmetics and food utilizing traditional medicine, will also be available. Visitors and participants can experience the unique and distinctive treatments and techniques used by prominent doctors and specialized hospitals for conditions such as paralysis, spinal disorders and atopy.

The international academic conference will be held to scientifically verify the Bonghan theory on the existence of chi and acupuncture meridian connector, with the participation of world-renowned specialists in alternative medicines, herbal acupuncture and acupuncture meridian connector, such as Professor Kwang-Sup Soh of Seoul National University.

The 2010 World Oriental Medicine-Bio EXPO in Jecheon, Korea will lay a solid foundation for the realization of longevity and healthy living in society and for the development of traditional medicine and its relevant industries. This international event will provide the city of Jecheon with a golden

opportunity to transform itself into an internationally renowned hub for oriental medicine. Visit <http://www.hanbang-expo.org/English> for more information.

What is Korean traditional medicine?

Although it is related to the traditional medicine of ancient China, Korean traditional medicine is an independently-developed form of alternative medicine. With proactive observation into life phenomenon, it has developed its efficacy and treatment techniques to fundamentally strengthen inner life force and health conditions.

The traditional oriental medicine of Korea is multifaceted, with diverse theories and experiences, such as the basic theory of the human body as the micro-cosmos, the five primary elements and the



Figure 1 Preparation of traditional Korean medicine.

This article was provided by Mr. SG Park of the PR Department in the International Traditional Medicine-Bio EXPO Organization Committee, Jecheon, South Korea.



Figure 2 Logo for the 2010 World Oriental Medicine-Bio EXPO in Jecheon, Korea.

philosophy that nature is in accordance with the principles of yin and yang. Clinical technology and experience in code, diagnosis, treatment and medicine for the physiology and pathology of humans are further layers in the rich tradition of Korean medicine.

The serious side effects of modern western medicine and increased chronic and incurable diseases in the community have substantially increased the demand for, and interest in, the traditional medicine of Korea based on the use of natural cures and medications.